METHOD AND APPARATUS FOR COUPON NEGOTIATION AND AUTHENTICATION

BACKGROUND

[0001] Service providers and device manufacturers (e.g., wireless, cellular, etc.) are continually challenged to deliver value and convenience to consumers by, for example, providing compelling network services. Such services can often include shopping services and/or related marketing services. One area of interest has been the development of services that facilitate distribution and marketing of promotions or discounts (e.g., coupons or other similar discount offers) provided by vendors (e.g., retailers, service providers, third parties, etc.) to users. For example, vendors may spam potential users hoping that some of the users will like and will redeem the coupons at some point. As a result, coupons and related discount offers have proliferated, making it difficult for users to discover coupons and discounts of interest and for the vendors to discover and acquire new users/consumers. Accordingly, service providers and device manufacturers face significant technical challenges for enabling users to efficiently discover and utilize coupons and for vendors to effectively distribute their offers and coupons.

Some Example Embodiments

[0002] Therefore, there is a need for an approach for negotiating and authenticating coupons.

[0003] According to one embodiment, a method comprises determining a first offer information associated with at least one first coupon. The method also comprises processing and/or facilitating a processing of the first offer information against one or more negotiation rules to determine at least one second coupon. The method further comprises causing, at least in part, a presentation of the at least one second coupon, second offer information associated with the at least one second coupon, or a combination thereof.

[0004] According to another embodiment, an apparatus comprises at least one processor and at least one memory including computer program code for one or more programs, the at least one memory and the computer program code configured to, with the at least one processor, cause the apparatus to determine first offer information associated with at least one first coupon. The apparatus is also caused to process and/or facilitate a processing of the first offer information against one or more negotiation rules to determine at least one second coupon. The apparatus is further caused to cause, at least in part, a presentation of the at least one second coupon, second offer information associated with the at least one second coupon, or a combination thereof.

[0005] According to another embodiment, a computer-readable storage medium carries one or more sequences of one or more instructions which, when executed by one or more processors, cause, at least in part, an apparatus to determine first offer information associated with at least one first coupon. The apparatus is also caused to process and/or facilitate a processing of the first offer information against one or more negotiation rules to determine at least one second coupon. The apparatus is further caused to cause, at least in part, a presentation of the at least one second coupon, second offer information associated with the at least one second coupon, or a combination thereof.

[0006] According to another embodiment, an apparatus comprises means for determining first offer information associated with at least one first coupon. The apparatus also comprises means for processing and/or facilitating a processing of the first offer information against one or more negotiation rules to determine at least one second coupon. The apparatus further comprises means for causing, at least in part, a presentation of the at least one second coupon, second offer information associated with the at least one second coupon, or a combination thereof.

[0007] In addition, for various example embodiments of the invention, the following is applicable: a method comprising facilitating a processing of and/or processing (1) data and/or (2) information and/or (3) at least one signal, the (1) data and/or (2) information and/or (3) at least one signal based, at least in part, on (including derived at least in part from) any one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention.

[0008] For various example embodiments of the invention, the following is also applicable: a method comprising facilitating access to at least one interface configured to allow access to at least one service, the at least one service configured to perform any one or any combination of network or service provider methods (or processes) disclosed in this application.

[0009] For various example embodiments of the invention, the following is also applicable: a method comprising facilitating creating and/or facilitating modifying (1) at least one device user interface element and/or (2) at least one device user interface functionality, the (1) at least one device user interface element and/or (2) at least one device user interface functionality based, at least in part, on data and/or information resulting from one or any combination of methods or processes disclosed in this application as relevant to any embodiment of the invention, and/or at least one signal resulting from one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention.

[0010] For various example embodiments of the invention, the following is also applicable: a method comprising creating and/or modifying (1) at least one device user interface element and/or (2) at least one device user interface functionality, the (1) at least one device user interface element and/or (2) at least one device user interface functionality based at least in part on data and/or information resulting from one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention, and/or at least one signal resulting from one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention.

[0011] In various example embodiments, the methods (or processes) can be accomplished on the service provider side or on the mobile device side or in any shared way between service provider and mobile device with actions being performed on both sides.

[0012] For various example embodiments, the following is applicable: An apparatus comprising means for performing the method of any of originally filed claims **1-20**, and **36-38**.

[0013] Still other aspects, features, and advantages of the invention are readily apparent from the following detailed description, simply by illustrating a number of particular embodiments and implementations, including the best mode contemplated for carrying out the invention. The invention is also capable of other and different embodiments, and its several details can be modified in various obvious respects, all